



WILLEM KLOPPER

DIGITAL MEDIA
COMMUNICATIONS
OFFICER

CONTACT

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FACEBOOK: WILLEM KLOPPER

PROFILE

I am driven to exceed expectations and eager to learn new things. I am confident in who I am and believe that I can be a great asset to any organization. I take initiative and also follow instructions very well. I think one step ahead and am pro-active. With all this in mind, I love media and writing. A good advertising campaign makes me excited. People and good relationships are important to me. Cooking is a hobby of mine and traveling a passion. Reading is food for the soul but so is good music & movies. I am curious by nature & love BIG ideas. Anything that includes social media, great designs, new trends, awesome strategies for advertising campaigns, teaching others and new ways to communicate with people drives me.



EXPERIENCE

DIGITAL PUBLISHER AND CONTENT CREATOR

NORTH-WEST UNIVERSITY | 2016 - PRESENT

At the North West University Potchefstroom Campus I am responsible for:

- Strategy for Social Media platforms
- Creation of content
- Creating Editorial Calendars
- Designing graphics with Adobe Software
- Planning as well as managing Social Media Campaigns & Ads
- Recruiting new students through Social Media
- Running Social Media Ambassador programs and competitions
- Monitoring Social media platforms
- Digital photography
- Video creation
- Instagram account manager
- Social media analysis
- FB ADS

JUNIOR LECTURER IN COMMUNICATIONS

NORTH-WEST UNIVERSITY | 2017

At the North West University Potchefstroom Campus I was responsible for:

- Presenting classes to first-year students
- Marking assignments, tests and exams

SIMULTANEOUS EDUCATIONAL INTERPRETER

NORTH-WEST UNIVERSITY | 2015 - 2017

- The North-West University hosts the largest simultaneous educational interpretation service in the world. Becoming a team member of this highly dynamic group has helped me to perform at my best in a team.
- As an interpreter, I was responsible for interpreting 25 classes a week from Afrikaans into English. The courses ranged from Communication Sciences to Politics and History. This has sharpened and honed my linguistic skills and abilities.

BRAND AMBASSADOR

COMMON GROUND COFFEE | 2015 - 2016

- As Brand Ambassador, I was responsible for:
- Developing a brand strategy for the product.
- This brand strategy was reviewed by the IABC for consideration in the golden quill awards.
- Acting as an ambassador for the product.
- Executing multiple marketing tactics.
- Personal selling of the product.



LANGUAGES

ENGLISH (NATIVE)
AFRIKAANS (NATIVE)
GERMAN (EVERYDAY USE)
DUTCH (BASIC)
FRENCH (BASIC)
TSWANA (BASIC)
ZULU (BASIC)

INTERNSHIPS

CLOVER SA
COMMUNICATION OFFICER

SANBS
RESEARCHER / STRATEGIST

EDUCATION

MASTER'S IN COMMUNICATIONS
North-West University | 2017-2019

BA HONOURS IN CORPORATE COMMUNICATIONS
North-West University | 2016

BACHELOR OF ARTS IN COMMUNICATION STUDIES
North-West University | 2012-2015

MATRICULATED
High School | 2009

CERTIFICATIONS & COURSES

Hootsuite platform certification
NWU: Digital Photography
NWU: Graphic and logo design short course
NWU: Web design short course
Picture café: Introduction to Digital Photography
Goethe Institute: B1 in German as a foreign language
IABC: Golden quill entry
NWU: Video editing short course

SKILLS

- Social Media Strategy
- Social Media Marketing
- Adobe Creative Cloud suite
- Campaign Design
- Creative writing
- IT Background
- Basic programming
- Graphic design
- Barista
- SEO
- Teaching
- Project management
- Layout design
- Public Speaking
- Market research
- Building and servicing PC's
- Video creation & editing
- Product shoot
- Interpreter